



Legacy. Leadership. Innovation.

[www.alasaadgroup.com](http://www.alasaadgroup.com)

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# Company Overview

Al Asaad Group (AG) is recognized as one of Sudan's most prominent and pioneering business groups, playing a transformative role in the country's commercial and industrial development. With roots dating back to the 1930s, AG has built a strong reputation grounded in heritage, entrepreneurial spirit, and multi-generational leadership. Driven by a bold and clear vision, AG aims to becoming the most competitive, productive, and sustainable organization in the region.



# Core Values

At Al Asaad Group, our values define who we are and how we operate. They shape our strategy, culture, and relationships:

## Health + Safety

Providing a safe and secure environment for all stakeholders

## Integrity

Conducting business with honesty, transparency, and fairness

## Ethical Conduct

Upholding high moral and ethical standards

## Commitment

Delivering on our promises with consistency

## Efficiency

Driving productivity and operational excellence

## Fiscal Responsibility

Managing resources with discipline for sustainable growth

## Accountability

Taking ownership of our actions and results

## Respect

Treating everyone with dignity and professionalism

## Excellence

Striving to exceed expectations in everything we do



# Our History

## Milestones

1930

Founded in El Obeid, Kordofan region by Mr. Ayoub Michael, focusing on textiles.

1969

Relocation to Omdurman under Mr. Assad Ayoub Michael; continued textile operations.

1977

Expansion into international trade, importing textiles from Japan, South Korea, and Taiwan.

1979

Strategic growth under Mr. Edward Assad Ayoub, the current Chairman, with a major pivot to construction materials.



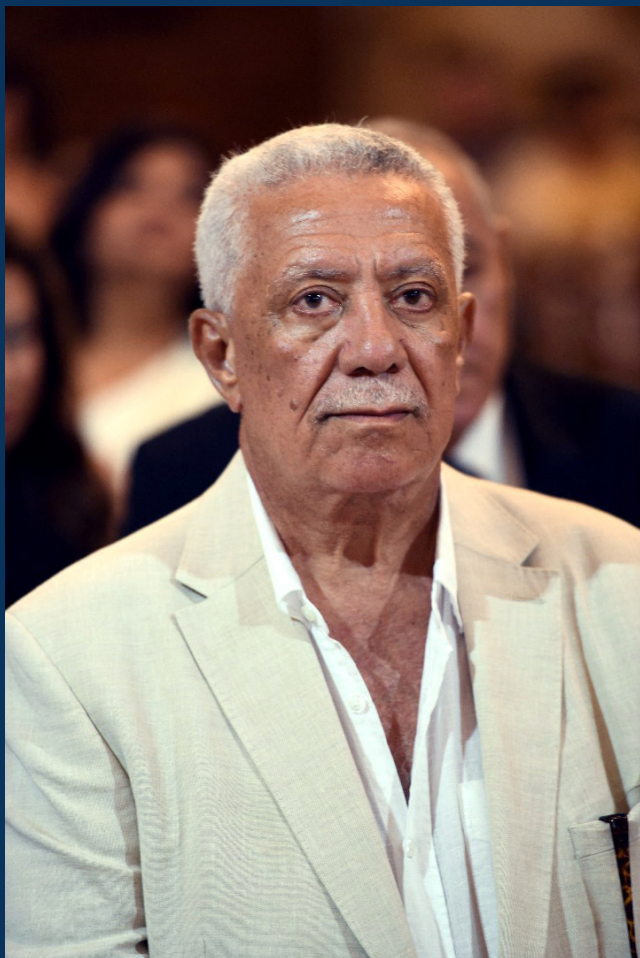
## Industrial Expansion Timeline

Al Asaad Group began its industrial journey in 1998 and has since established a diversified portfolio of manufacturing and service companies.

1998	Ayoub Paints Factory	<i>Decorative and industrial paints.</i>
2000	Metal Factory for Steel Pipes + Zinc	<i>Steel manufacturing</i>
2000	Alaasad Logistics Company	<i>Road transport + logistics</i>
2001	Alsharg Cables Factory	<i>Electric cables + wiring systems</i>
2003	Edward Steel Factory	<i>Structural steel products</i>
2004	Alaasad Steel Bar Factory	<i>Rebars + steel sections</i>
2011	Alaasad Billets Manufacturing	<i>Steel billet production</i>
2017	Alaasad for Plastic Products	<i>PPR + PVC pipe systems, plastic goods</i>
2021	Alkamal Metal Forming Factory	<i>Formed metal products + kitchen basins</i>
2021	Future Calcium Carbonate Factory	<i>Chemical raw materials [CaCO<sub>3</sub>]</i>

Through these ventures, AG has positioned itself as a national leader across key industrial sectors, combining innovation, vertical integration, and operational excellence.





## CHAIRMAN'S MESSAGE

Dear Valued Stakeholders,

It is with great pride and a deep sense of responsibility that I address you as Chairman of Al Asaad Group. As a diversified industrial group with a strong legacy in manufacturing and enterprise management, we have always believed in the power of innovation, resilience, and sustainable growth.

### Our Commitment

To Our People: We invest in talent, safety, and empowerment, ensuring that our workforce remains the backbone of our success.

To Our Partners: We uphold integrity, reliability, and long-term value in every collaboration.

The global industrial landscape is evolving rapidly, and so are we. Through strategic investments, technological adoption, and operational excellence, we are positioning our subsidiaries to lead in efficiency, quality, and sustainability.

As we expand our footprint, we remain guided by our core principle: to build not just products, but lasting prosperity.

I extend my deepest gratitude to our teams, shareholders, and partners for their trust. Together, we will continue to forge ahead—stronger, smarter, and sustainably.

With determination,

**Edward Asaad Ayoub**  
Chairman  
Al Asaad Group



# Al Asaad Family



EDWARD ASAAD AYOUB MIKHAEL  
CHAIRMAN



MORGOUS ASAAD AYOUB MIKHAEL  
CAO



KOROLOUS EDWARD ASAAD AYOUB  
CEO



DIANA EDWARD ASAAD AYOUB  
CFO



SYLVIA EDWARD ASAAD AYOUB  
PROCUREMENT DIRECTOR



SARA EDWARD ASAAD AYOUB  
CHIEF SUPPLY CHAIN OFFICER



NADA EDWARD ASAAD AYOUB  
MANAGING DIRECTOR - BAIT AL ATTA



CATHERINE EDWARD ASAAD AYOUB  
PROGRAM MANAGER



# Our Organization

Al Asaad Group, Combined Annual Revenue [2019-2020]: Over 150 million. Each subsidiary operates with autonomy, while staying strategically aligned with the vision of the Board of Directors, which includes members of the founding family. The sons and daughters of Chairman Mr. Edward Ayoub now lead the group's core sectors, ensuring a legacy of leadership continuity, innovation, and deep-rooted family values.





2000+ employees



Manufacturing



Construction



Logistics



Electrical



Chemical



Poly Plastics

## LOOKING AHEAD

Al Asaad Group remains committed to:

- Accelerating industrial transformation in Sudan
- Fostering sustainable economic development
- Driving innovation and empowering local expertise
- Upholding its legacy while embracing the future

With over nine decades of proven excellence,

Al Asaad Group is not just building industries—it's building a nation.



# Manufacturing



Metal and steel manufacturing and recycling is a vital sector, driving infrastructure, construction, and industrial growth across the region. Sudan's metal and steel industry holds significant potential due to growing construction demands and untapped mineral resources. Subsidiaries under Al Asaad Group were founded and operated by to produce the following but not limited to.

**Sheets** – Flat-rolled steel used in cars, appliances, and roofing. Made by heating slabs and rolling them thin in hot or cold mills.

**Billets** – Semi-finished blocks of steel (square cross-sections) melted and cast for further shaping into bars, wires, or rods.

**Bars** – Long steel products (round, square, or hexagonal) used in construction. Made by rolling heated billets into shape.

**Wires** – Thin, flexible steel strands for cables, fencing, and nails. Produced by drawing heated bars through progressively smaller dies.

# Metals





Alassad Factory, a subsidiary of Alassad Group, was founded in 2004 with a clear mission: to become a leading force in Sudan's steel industry. Specializing in the production of steel bars and angles in various sizes, the factory was commissioned in 2006 with an annual production capacity of 250,000 tons.

By 2008, Alassad had firmly established itself in the local market, quickly capturing a 60% market share. Today, thanks to continuous investment in technology and human capital, Alassad Factory is recognized as one of the largest and most advanced steel manufacturing facilities in Sudan and the wider region.

All machinery and production installations are sourced from Danieli, a global leader in automated steel manufacturing technology. Our factory operates with a workforce of over 500 professionals, including managers, engineers, technicians, and skilled workers, who collectively drive our success and innovation.



## Our Vision

- To become the leading producer of steel products in Sudan and the region.
- To develop innovative, high-performance steel solutions that exceed customer expectations.
- To foster a culture of continuous improvement in every aspect of our operations.

## Our Mission

To deliver high-quality steel products while upholding the highest standards of business ethics, transparency, and responsibility.

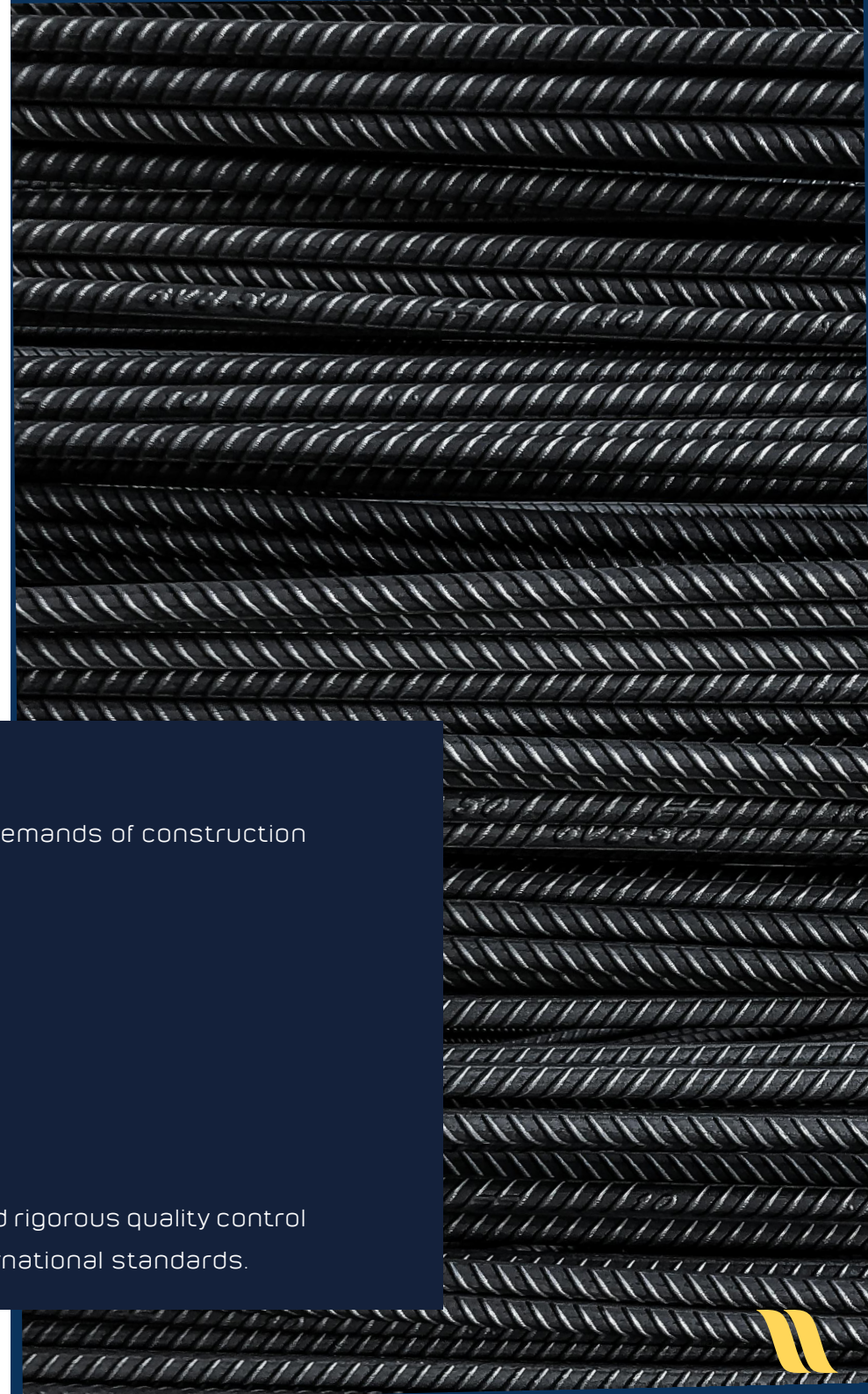
To create a safe, dynamic, and rewarding work environment where our people are empowered to thrive and grow professionally.

## Our Product Range

We manufacture a wide variety of steel products tailored to meet the demands of construction and industrial sectors:

- Deformed Bars
- Angle Bars
- Flat Bars
- Round Bars
- Square Bars

All products are crafted with precision, using advanced technologies and rigorous quality control to ensure durability, strength, and compliance with both local and international standards.





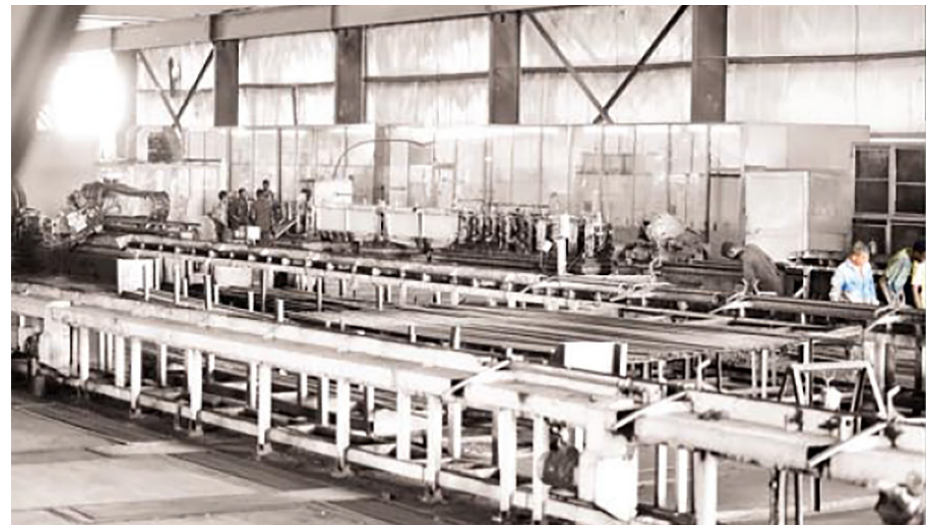
Established in 2003, Edward Steel Factory is a leading manufacturer dedicated to supporting the construction industry with a comprehensive range of over 100 types of steel products in various dimensions and thicknesses. With an annual production capacity of 200,000 metric tons, the factory meets diverse market demands through advanced manufacturing capabilities and a skilled workforce.

Our product range includes Steel Pipes, Zinc Sheets, Angles, Flat Bars, and more—each produced to exacting standards to serve structural, industrial, and infrastructure projects.

Our production facility is equipped with state-of-the-art lines, including:

- YPM-2 Line
- YPM-4 Line
- Slitting Lines
- Cutting Lines
- Expander Lines
- Zinc Production Lines
- Pressing Machines

These lines enable the production of a wide variety of steel products with precise specifications in size and thickness, ensuring consistency and quality across all outputs.



## Our Vision

To become Sudan's most reliable, innovative, and trusted manufacturer and solutions provider in the steel industry—creating advanced steel products that not only meet today's market needs but also anticipate future demands.

## Our Mission

**To Our Clients:** Deliver superior steel products backed by dependable partnerships and unwavering quality.

**To Our Nation:** Contribute meaningfully to the construction and development of Sudan's economy by actively supporting national infrastructure and industrial progress.



## Our Product Range

- Round Pipes [Hot Rolled Pipes]
- Round Pipes [Cold Rolled Pipes]
- Rectangular Pipes [Hot Rolled Pipes]
- Rectangular Pipes [Cold Rolled Pipes]
- Square Pipes [Hot Rolled Pipes]
- Square Pipes [Cold Rolled Pipes]
- Angle Bars
- Flat Bars
- U Channel
- Hot Sheets
- Cold Sheets
- Hot Steel Doors
- Cold Steel Doors
- Expanded Metal
- Prepainted Galvanized Sheets
- Galvanized Zinc Sheets [Waved, Normal + Flat]
- Polygon Corrugated Zinc
- American Zinc
- Aluminium Profiles [L Shape, T Shape + Z Shape]
- Stainless Steel Sheets - Coated PVC Film [Shower + Kitchen Basins, Handle Carts]



# **ALKAMAL** METAL FORMING FACTORY

Established in 2021 as a sister facility to Edward Steel Factory, Al Kamal Metal Forming Factory was created to meet the growing demand for steel and metal-formed products in Sudan and the wider region. Leveraging the same high-grade raw materials and manufacturing standards as Edward Steel, the factory produces a broad range of steel products and is uniquely equipped with pressing machines to produce shower, kitchen, basins and handle carts in various types and designs.

With a workforce of over 200 skilled professionals, including managers, engineers, technicians, and workers, Al Kamal operates with an estimated annual production capacity of 150,000 metric tons.

Our manufacturing lines include:

- Pipe Mills
- Stainless Tube Mills

These advanced lines allow us to produce a wide variety of metal products in different sizes and thicknesses, ensuring flexibility, efficiency, and high-volume output.



## Our Vision

To deliver superior steel and metal-formed products while expanding our customer base and building a trusted, recognizable name in the steel industry.

## Our Mission

To consistently satisfy our clients by providing exceptional quality materials at unbeatable value, and to become a leading supplier to major private and governmental organizations across various sectors.



## Our Product Range

- Round Pipes [Hot Rolled Pipes]
- Round Pipes [Cold Rolled Pipes]
- Rectangular Pipes [Hot Rolled Pipes]
- Rectangular Pipes [Cold Rolled Pipes]
- Square Pipes [Hot Rolled Pipes]
- Square Pipes [Cold Rolled Pipes]
- Angle Bars
- Flat Bars
- U Channel
- Hot Sheets
- Cold Sheets
- Hot Steel Doors
- Cold Steel Doors
- Expanded Metal
- Prepainted Galvanized Sheets
- Galvanized Zinc Sheets [Waved, Normal + Flat]
- Polygon Corrugated Zinc
- American Zinc
- Aluminium Profiles [L Shape, T Shape + Z Shape]
- Stainless Steel Sheets - Coated PVC Film [Shower + Kitchen Basins, Handle Carts]



Al Assad for Billets Manufacturing is one of the most advanced steel melting shops currently under development in Sudan, aiming to revolutionize the local steel industry through world-class technology, sustainable processes, and unmatched production capacity.

Established as part of Al Assad's industrial expansion, the facility is being constructed with expertise and equipment provided by Sider Engineering - Udine, Italy, a global leader in steel plant solutions.

Al Assad for Billets Manufacturing is committed to

- Local sourcing + sustainability
- Advanced engineering + international standards
- High-capacity, energy-efficient production
- Supporting Sudan's construction and industrial growth

With the completion of this plant, Al Assad aims to set a new benchmark for billet manufacturing in the region, driving local industry and reducing reliance on imported raw materials.

### Project Overview

The facility is designed to develop a steel billets melt shop with a total capacity of 300,000 tons per year, producing billets in dimensions of 130x130x12,000 mm, with the flexibility to accommodate 100x100 mm billets as well. The billets are of low to medium carbon steel and are tailored to meet the demands of construction and manufacturing industries.



### Key Technical Highlights

- *Installed capacity: 35 tons/hour continuous casting*
- *Total electrical load: 45 megawatts*
- *Technology Provider: Sider Engineering [Italy]*
- *Product: Steel billets [primary], with potential for profiles and rods*

## Scrap-to-Steel Production Process

At the heart of Al Assad's operation is a sustainable scrap-to-steel model, where locally sourced scrap is sorted, shredded, and processed into molten steel using state-of-the-art equipment.

### Process Overview:

**Scrap Sorting + Batching:** Scrap is sorted by size and quality, loaded into baskets (3 per heat) with a target of 50 tons per heat.

**Electric Arc Furnace (EAF):** High-voltage electric arcs melt the scrap, supported by chemical energy (oxygen and carbon injection).

**Slag Formation + Processing:** Slag formed during melting is collected and reused as high-grade road material.

**Tapping:** At 1620°C, the molten steel is tapped into a ladle for alloying with lime, manganese, silicon, and carbon depending on the desired grade.

**Secondary Refining:** The ladle furnace (LF) holds the molten steel post-EAF for temperature and composition adjustment.

**Continuous Casting:** The molten steel is poured into crystallizers and solidified into billets via the Continuous Casting Machine (CCM).

### Core Plant Components

#### 1. Electric Arc Furnace (EAF)

Melts scrap using arcs at up to 1800°C  
High energy efficiency with fast melting cycles.  
Used primarily for high-quality steel production in mini mills.

#### 2. Ladle Furnace (LF)

Maintains steel temperature post-melting  
Features water-cooled panels and fume exhaust  
Enables secondary refining and alloying

#### 3. Roof + Electrode Arm System

Water-cooled electrode arms  
Cantilever wheel-based roof lifting system  
High-conductivity clamps with spring backup for safety

### Continuous Casting Machine (CCM)

The CCM is the backbone of billet production and includes:

- Tundish: Directs molten steel into moulds
- Molds: Copper crystallizers with oscillation systems (up to 200 oscillations/minute)
- Bending + Withdrawal System: Dummy bar insertion, billet straightening, spray cooling in multiple stages
- Cooling System: Independently adjustable water sprays for precision billet formation
- Steam Exhaust System: Efficient steam management via axial fans and stainless-steel ductwork

### Sider Engineering Scope

Al Assad's steel plant benefits from the extensive capabilities of Sider Engineering, providing:

- Scrap processing lines
- Electric steel mills
- Continuous casting systems
- Hot and cold rolling mills
- Furnaces and filtration units
- Industrial water and fume treatment
- Full mechanical, electrical, and civil design
- Installation, commissioning, software, and maintenance services





Founded in 2001, Alsharg Cables Factory (ACF) has grown to become a premier manufacturer of high-quality electric wires and cables in the region. With an impressive annual production capacity of 10,000 metric tons, we offer a wide range of cable sizes and specifications designed to meet the highest standards of safety, performance, and durability.

ACF proudly commands over 70% of the local market share, reflecting our reputation for quality and customer trust. Our facility boasts the highest production capacity in the region, supported by strong financial growth and consistent year-over-year performance. Our operations are driven by a team of more than 200 dedicated professionals—including experienced managers, skilled engineers, and trained technicians—whose expertise and commitment are the cornerstone of our continued success.

As we look to the future, ACF remains focused on sustaining market leadership, innovating across our product lines, and expanding into new markets, all while upholding our core values of quality, reliability, and continuous improvement.

Our unwavering commitment to quality, performance, and compliance ensures that every cable meets the highest standards of durability, safety, and reliability—serving critical sectors across industrial, commercial, and utility infrastructures.



## Our Vision

At Alsharg Cables Factory, we recognize that nearly every aspect of modern life depends on wires and cables. Guided by a clear and ambitious vision, we aim to be a key player and significant contributor in the power and control sectors by delivering premium-quality products and reliable services that empower progress and connectivity.

## Our Mission

Our mission is to achieve the highest levels of customer satisfaction by providing superior quality materials at highly competitive prices. We strive to become a trusted and preferred supplier to leading private and public sector entities—including the Ministry of Electricity and Dams, Ministry of Physical Planning + Public Utilities, Ministry of Science + Technology (PV Unit), petroleum companies, retail chains, distribution centres, wholesale businesses, and retail outlets.



At Alsharg Cables Factory, our long-term goals are shaped by a commitment to leadership, innovation, and customer-centric growth.

These objectives guide our operations and future direction:

- **Industry Leadership**  
To position Alsharg Cables Factory as one of the most prominent and respected cable manufacturers both regionally and globally.
- **Market Expansion**  
To strengthen and expand our market presence, particularly in Low Voltage Cables and Overhead Conductors.
- **Operational Excellence**  
To maximize production efficiency, optimize resource utilization, and enhance profitability through continuous improvement and innovation.
- **Business Diversification**  
To broaden our business activities across domestic and international markets, tapping into new sectors and customer segments.
- **Innovation + Quality Standards**  
To advance our products and manufacturing processes in alignment with international standards, while pioneering innovative cable solutions that meet evolving market demands.
- **Customer Satisfaction**  
To consistently deliver high-quality, competitively priced products that exceed customer expectations and foster long-term trust and loyalty.
- **Core Values**  
Everything we do is rooted in our unwavering commitment to reliability, high performance, and safety.



## Our Product Range

At Alsharg Cables Factory (ACF), we take pride in being one of the largest local manufacturers of Low Voltage Cables (0.6/1.0 KV). Every product is manufactured using rigorously tested raw materials and adheres to globally recognized standards, including BS (British Standards), ASTM (American Society for Testing and Materials), and IEC (International Electrotechnical Commission).



- **Single Core Cables (CU/PVC)**  
*Durable and reliable for a wide range of standard electrical applications.*
- **Multi Core Cables (CU/PVC/PVC)**  
*Ideal for complex installations requiring multiple insulated conductors.*
- **Flexible Cables – Soft Type (CU/PVC/PVC)**  
*Designed for applications requiring ease of handling and flexibility.*
- **Armored XLPE Cables (CU/XLPE/SWA/PVC)**  
*Robust, high-performance cables offering superior mechanical protection.*
- **Non-Armored XLPE Cables (AL/XLPE/PVC)**  
*Lightweight and cost-effective solutions for indoor and protected environments.*
- **Armored Aluminium Cables (AL/XLPE/SWA/PVC)**  
*Engineered for strength and durability in demanding installations.*
- **Overhead Conductors**
- **AAC (All Aluminium Conductor)**
- **ACSR (Aluminium Conductor Steel Reinforced)**
- **AAAC (All Aluminium Alloy Conductor)**  
*Used extensively for power transmission and distribution lines.*
- **Control Cables**
- **CU/PVC/PVC**
- **CU/XLPE/PVC**  
*Reliable signal and power transmission for control systems and automation.*



# Paints





Ayoub Paints Factory, established in 1998, is one of Sudan's leading manufacturers of high-quality paints. Backed by a specialized and experienced team, the factory offers a wide range of interior and exterior paint solutions, tailored to meet varying durability requirements and client needs.

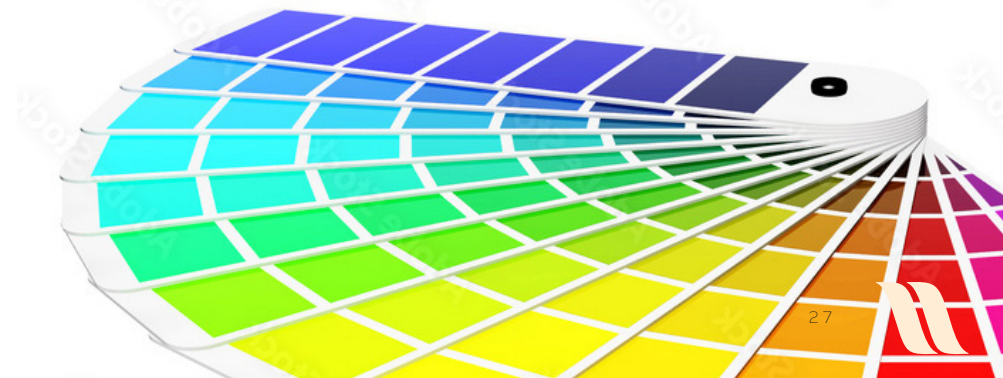
With an annual production capacity of approximately 30,000 tons, Ayoub Paints stands as a key player in the market, known for its commitment to quality, innovation, and customer satisfaction. The factory is supported by a dedicated workforce of over 300 employees, including managers, engineers, technicians, and skilled workers, all working together to deliver end-to-end solutions across the country.

## Our Mission

At Ayoub Paints, we've built our reputation by focusing on customer satisfaction—the same way we help build the reputation of our clients. We achieve this through innovative coatings designed to meet or exceed the highest standards. Our value-added services are crafted to ensure safety, efficiency, and consistent performance, giving our customers peace of mind and exceptional results every time.

## Our Vision

Since 1998, the core goals of Ayoub Paints have remained steadfast: to produce high-quality products and to consistently deliver exceptional service to our customers. As pioneers in the industry, we have set the standard for excellence in premium paints for homes and commercial applications.





## What Sets Ayoub Paints Apart

- We deliver paints of exceptional durability and consistent, high-quality performance.
- Our extensive distribution network ensures product availability across all regions of Sudan.
- Whether you're a homeowner refreshing your space, a contractor seeking reliable materials, or a manufacturer in need of industrial coatings, we offer tailored solutions to meet every requirement.
- Our paints are expertly formulated to provide beautiful, long-lasting results, ensuring your project is done right—the first time, every time.



## Our Products

At Ayoub Paints, we offer a comprehensive range of high-quality coatings designed to meet the needs of residential, commercial, and industrial applications.

Each product is developed with a focus on quality, durability, and environmental responsibility, meeting both local and international standards.



- **Emulsion Paints**  
Ideal for interior and exterior walls, providing a smooth, matte finish with excellent coverage.
- **Enamel Paints**  
Durable and glossy coatings suitable for metal, wood, and other surfaces requiring a hard finish.
- **Decorative Indoor Paints**  
Aesthetic and vibrant finishes tailored for interior design and ambiance enhancement.
- **Decorative Outdoor Paints**  
Weather-resistant coatings that ensure long-lasting protection and beauty for exterior surfaces.
- **Industrial Paints**  
Engineered for performance in harsh environments, offering superior resistance to chemicals, corrosion, and abrasion.
- **Wood Paints**  
Formulated to enhance and protect wooden surfaces with rich, lasting finishes.
- **Insulator Paints**  
Specialized coatings designed to provide electrical insulation and thermal resistance.
- **Epoxy Paints**  
High-performance, durable coatings ideal for flooring, heavy-duty surfaces, and industrial use.
- **Wall Primer + Sealer**  
Prepares and seals surfaces for improved paint adhesion and longevity.
- **Metal Primers**  
Anti-corrosive base coats designed to protect metal surfaces and enhance topcoat performance.
- **Colorants**  
High-quality tinting solutions for customized shades across our paint systems.



# Plastics





Established in 2017, Alasaad Factory for Plastic Products has rapidly emerged as one of Sudan's leading manufacturers of advanced PPR and PVC piping systems. Committed to quality, innovation, and excellence, the factory operates with a skilled workforce of over 150 professionals, including managers, engineers, technicians, and support staff.

Our production facility is equipped with:

- 10 advanced extrusion lines
- 6 high-precision injection moulding machines

We manufacture using only premium-grade raw materials and some of the most technologically advanced plastic machinery available, ensuring that every product meets the highest global standards of performance, durability, and safety.

## Our Mission

To produce world-class plastic products that comply with ISO, DIN, ASTM, and BSI standards, capable of competing both locally and across regional markets.

To fully understand and meet our customers' needs and expectations through consistent quality and service.

To serve as a strategic partner in Sudan's major infrastructure projects, including irrigation, sewage, water supply, and electrical networks nationwide.



## Our Vision

To establish a Sudanese brand of international calibre—one that elevates the local plastic industry by introducing cutting-edge technologies, modern production techniques, and global quality standards, all executed by skilled Sudanese professionals.



## Our Total Quality Management (TQM) System

We implement a comprehensive Total Quality Management (TQM) system that defines and monitors every process, function, and capability within our operation. To maintain maximum efficiency and consistent product excellence, we follow globally recognized LEAN SIX SIGMA methodologies, integrating tools such as

- Kanban
- Heijunka
- SMED
- 5S + 5D
- Total Productive Maintenance (TPM)
- Overall Equipment Effectiveness (OEE)

These frameworks ensure sustained quality, minimized waste, and optimized productivity across all factory functions.

## Our Product Range

### PVC Pipes

Manufactured in accordance with DIN 8061-8062, suitable for a wide range of applications.

### PPR Pipes

Produced under DIN 8077-8078 standards, ideal for high-performance water supply systems.

### PP Buckets

Engineered to meet ISO 13106 standards, offering durable and hygienic solutions for industrial and commercial use.



# Chemicals





# FUTURE

Established in 2021, Future Calcium Carbonate Factory is a proudly family-owned business dedicated to the research, development, and production of high-quality calcium carbonate for a wide range of industries across Sudan. With a firm belief in the value and versatility of calcium carbonate, we are on a mission to empower our clients to create superior products using only the finest raw materials.

Our team of 55 professionals, including managers, engineers, technicians, and support staff, is committed to excellence in every step of the process—from sourcing to delivery.

## Our Vision

To lead through continuous improvement, investing in the latest technologies and best practices to:

- Upgrade production capabilities and expand capacity
- Enhance product quality
- Minimize operational errors and inefficiencies

Future Calcium Carbonate Factory stands ready to be your reliable partner in quality, performance, and innovation helping you build better products and a more sustainable future.



## Why Choose Future Calcium Carbonate Factory

- **Reliable Supply Chain**  
Multiple production lines ensure continuous and uninterrupted delivery.
- **On-Time Production + Delivery**  
We are committed to meeting client deadlines with consistency.
- **Specialized Expertise:**  
Our skilled operations team and multicultural sales force provide outstanding service and support.
- **Innovative Approach:**  
A modern and adaptive production process fosters efficiency and growth.
- **Professionalism + Integrity:**  
Entrepreneurial management, transparency, and a commitment to long-term partnerships.
- **Sustainable Practices:**  
We integrate quality and environmental responsibility into everything we do.



## Our Product Range

### Calcium Carbonate [CaCO<sub>3</sub>]

We offer a broad spectrum of fineness, ranging from 5 to 200 microns, suitable for an extensive array of industrial applications.

Calcium carbonate is a naturally occurring compound found in calcite, limestone, chalk, marble, and aragonite. Due to its chemical properties and physical versatility, it is utilized across numerous industries, including:

- Environmental Protection
- Industrial Processes
- Non-Ferrous Metals + Minerals
- Iron + Steel
- Chemicals
- Potable Water Treatment
- Pulp + Paper
- Oil + Gas
- Cement + Construction
- Agriculture + Animal Husbandry
- Aquaculture

Other applications include wastewater treatment, sugar refining, fuel gas scrubbing, glass and ceramics, roads and soil stabilization, food additives, nutritional supplements, and more.



# Logistics



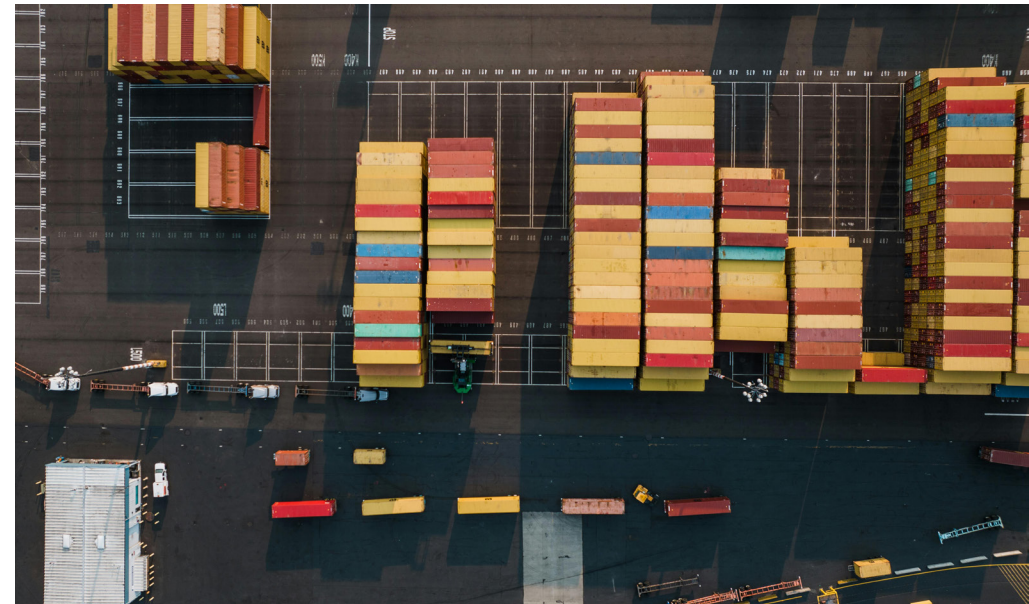


Established in 2012, Alasaad Logistic Co. was founded with a bold vision—to provide high-quality, reliable logistics and transportation solutions across Sudan, while positioning itself as a key player in the regional road trucking industry. Since its inception, the company has demonstrated rapid and sustainable growth.

Today, Alasaad Logistic Co. operates a modern and expanding fleet of over 200 trucks, efficiently serving both inland transportation within Khartoum State and long-haul cargo movements from Port Sudan to the capital. We specialize in the timely and secure delivery of goods and raw materials, supporting a wide range of industries.

Our headquarters is strategically located in the Savola Industrial Zone, with a major operational hub in Port Sudan (Trucks Zone), ensuring seamless coordination between port operations and nationwide distribution.

With a team of over 250 skilled professionals, including managers, technicians, drivers, and support staff, Alasaad Logistic Co. is committed to operational excellence, customer satisfaction, and continuous service enhancement.



## Our Vision

- To be recognized as Sudan's most competitive and trusted provider of logistics and transportation solutions.
- To become a regional leader in road trucking, known for reliability, innovation, and scale.

## Our Mission

We aim to deliver exceptional logistics services and tailored transportation solutions that consistently meet and exceed client expectations focusing on reliability, efficiency, and professionalism in every shipment.



# Trading & Finance





Established in 2020, Bait Al Attaa was founded with a clear vision—to provide secure, innovative, and strategic financial solutions for Al Asaad Group and its subsidiaries, ensuring fiscal excellence and sustainable growth across all operations. Since its inception, we have demonstrated rapid and responsible expansion, evolving into a trusted financial hub.

Our headquarters, strategically located in Dubai, UAE, serves as the nerve center for financial coordination, with dedicated teams ensuring seamless integration between Al Asaad's operational units and financial objectives. Today, Bait Al Attaa manages the full spectrum of financial operations, including corporate accounting, treasury management, investment strategies, and risk assessment—supporting the group's diverse industrial ventures with precision and foresight.



## Our Vision

- To be recognized as the most reliable and innovative financial arm of Al Asaad Group's driving profitability and long-term stability.
- To become a regional benchmark for corporate financial management, known for agility, foresight, and integrity.

## Our Mission

- To deliver exceptional financial services and tailored solutions that optimize liquidity, mitigate risks, and maximize returns.
- To ensure operational efficiency, regulatory compliance, and strategic growth aligning every financial decision with the corporation's broader ambitions.



- Integrated Financial Oversight: Centralized control for streamlined performance.
- Risk-Managed Growth: Balancing innovation with fiscal discipline.
- Technology-Driven: Leveraging cutting-edge tools for real-time analytics and reporting.



Real Estate





# Woodforde

Founded in 2020, Woodforde Holdings Ltd. strategically acquires, develops, and manages a diversified global portfolio of high-value properties and assets.

Since its inception, we have pursued disciplined expansion, curating a premium portfolio that spans commercial, residential, and industrial real estate across key international markets. Today, Woodforde oversees thousands of square feet of prime real estate, luxury holdings, and income-generating assets, each selected for its potential to deliver sustainable appreciation and superior returns.

Our headquarters in London, UK, serves as the central command for our worldwide operations ensuring localized expertise and seamless asset management. With properties in USA, UK, France, Sudan, Egypt and UAE, we combine market intelligence, innovation, and meticulous stewardship to maximize the value of every asset under our care.



## Our Vision

- **Global Reach, Local Insight:** A network of partners and experts in premier markets.
- **Balancing stability** [core assets] with growth [opportunistic investments].
- **Future-Forward Stewardship:** Prioritizing ESG [Environmental, Social, Governance] principles in all holdings.

## Our Mission

- To identify, acquire, and optimize high-potential real estate opportunities that align with long-term wealth preservation and growth.
- To enhance asset value through proactive management, cutting-edge sustainability practices, and adaptive reuse strategies.
- To leverage global market trends while maintaining the family's core values of discretion, legacy, and impact.





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